



PROMOTING YOUR EVENT ON CAMPUS

Public Relations

Timeline to Success

- Event is Created: Reserve facility space not only for event, but also for PROMO
- One month out: Have flyer for event made and proofed by group, then take to Facilities and Print Services.
- 3 weeks out: Get flyers to Reslife Mailboxes, and get group together to work on banner or other promo
- 2 weeks out: create Facebook event (remember the UF Social Media Policy)

Timeline to Success: Cont.

- One week out: Banner, windows, table tents or other form of promo should be up
- 5 days out: Facebook message reminder
- Day of: Update facebook message and update flyers to say TONIGHT/TODAY
- ***KEY TO SUCCESSFUL EVENT is to spread information by WORD OF MOUTH*****

Promo DO's and DON'Ts

□ DO's

- Include Date, Time, Place
- Include Group Name
- Include Event Description
- Number to call if ???
- Include if there are prizes, shirts, food, etc.
- Have 1 main focal point

□ DON'Ts

- Use more than 2 fonts
- Use more than 3 colors
 - Stick with a color scheme
- Fill the promo with clutter
 - Everything should have a reason for being on the flyer
 - Less is more!!!! Short and sweet!!

Promo Example

A promotional poster for the Student Government Association (SGA) at The University of Findlay. The poster features a background of flowing, abstract orange and red ribbons. The text is arranged in a clear, hierarchical layout. At the top left, it says "The University of Findlay" in a small font. Below that is the SGA logo, which consists of the letters "S" and "G" in orange, and "A" in black with a white tower-like structure inside. To the right of the logo, the text "Wants You!" is written in a large, bold, black font. Below the logo, the text "Student Government Association" is written in a smaller, black font. The main body of the poster contains three lines of text in a large, bold, black font: "[Be] Involved", "[Be] a leader", and "Freshman pick up a petition to run at the SGA office". The final line, "Petitions due August 29th!", is also in a large, bold, black font and is positioned at the bottom of the poster.

The University of Findlay

SGA Wants You!

Student Government Association

[Be] Involved
[Be] a leader
Freshman pick up a petition to run at the SGA office
Petitions due August 29th!

Color Schemes

- Match the tone of your event with the right color:
 - ▣ Blue: relaxing, calming (massage)
 - ▣ Green: sporty, outdoors (bonfire)
 - ▣ Red: Attention grabbing, stimulates hunger (pizza meeting)
 - ▣ Purple: mystery, royalty (homecoming contest)
 - ▣ Yellow: fresh, happy (brand new event)
 - ▣ Pink: playfulness (carnival)
 - ▣ Orange: energetic, flamboyant (Zumba)
- Black and white are overused on campus, so try something new and eye catchy!!

Where to Hang Flyers?

- Do not hang flyers on doors prior to the day of the event
- Day of the event you can hang flyers on the doors of the building the event is located in
- Frost/Brewer
- Old Main Basement
- Business Office
- Facilities(2)
- AMU Bulletin Boards
- Student Services
- BCHS
- Croy
- Koehler
- AdmissionsOffice
- International Office
- Buford Culture Center
- Shaffer Library
- English Farm
- Western Farm
- Cosiano Center
- International Student Services
- Intercultural Student Services
- Other offices on campus

Logo



- If you want to make your club stand out from the rest consider creating a LOGO.
- Logos help get your club recognized and give you more space for information on you promo.
- Key with them: remain simple and true to your club.

Powerpoints

- Multiple events over the semester?
 - ▣ Play before the event starts
 - ▣ Make people aware of what is coming up for your group
 - Meetings: Time, day, and place
 - Events: details and day

QUESTIONS?

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